What is claimed is:

1	1.	A method of us	ing a com	puter sys	stem, said	computer	system havir	ng memory	and
2	a cor	nmunication device	e, said co	mputer s	ystem bei	ng capable	of being con	nmunicativ	ely

- coupled to other computer systems through said communication device, said method
- 4 comprising the steps of:

3

- 5 storing a plurality of respondents in said memory;
- 6 retrieving a plurality of electronic transmissions;
- 7 identifying a transmitter for each of said electronic transmissions;
- 8 identifying corresponding recipients for each said identified transmitter;
- 9 storing each of said identified transmitters in said memory;
- storing said identified corresponding recipients in said memory;
- identifying a first recipient from said corresponding recipients as one of said
- 12 stored respondents; and
- identifying a first transmitter from said identified transmitters as a corresponding
- 14 transmitter of said first recipient.
- 1 2. The method of claim 1, further comprising the step of identifying a second
- 2 transmitter from said identified transmitters as a transmitter having transmitted one of
- 3 said electronic transmissions to said first transmitter.
- 1 3. A method of using a computer to modify a broadcast transhission that is
- 2 transmitted from a broadcast station for presentation to a viewer, said broadcast
- 3 transmission having an audio portion, said method comprising the steps of:

4	converting at least portions of said audio portion of said broadcast transmission to			
5	text;			
6	identifying a selected phrase in said converted text;			
7	identifying a portion of said audio portion of said broadcast transmission that			
8	corresponds to said identified phrase in said converted text; and			
9	modifying said identified portion of said audio portion of said broadcast			
10	transmission.			
1	4. The method of claim 3, wherein the step of modifying includes replacing said			
2	identified portion of said audio portion of said broadcast transmission.			
1	5. The method of claim 4, wherein the step of replacing includes replacing said			
2	identified portion of said audio portion of said broadcast transmission with audio			
3	generated by said computer.			
1	6. The method of claim 4, wherein the step of replacing includes replacing said			
2	identified portion of said audio portion of said broadcast transmission with audio			
3	transmitted by said broadcast station.			

- 1 7. The method of claim 3, wherein said broadcast transmission includes a video
- 2 portion, and wherein the step of modifying includes deleting said identified portion of
- 3 said audio portion of said broadcast transmission; and
- 4 wherein the method of claim 3 further comprises the steps of:

5	identifying a portion of said video portion of said broadcast transmission that		
6	corresponds to said identified phrase in said converted text; and		
7	deleting said identified portion of said video portion of said broadcast		
8	transmission.		
1	8. A method of using a computer system to present audio, video, and informational		
2	transmissions relating to an event transmitted by a broadcast station to a viewer, said		
3	computer system having memory and a communication device, said computer system		
4	being capable of being coupled to other computer systems through said communication		
5	device, said method comprising the steps of:		
6	receiving a selection of boadcast transmissions relating to said event;		
7	presenting said received selection of broadcast transmissions to said viewer;		
8	receiving input from said viewer representing a viewer's selection of broadcast		
9	transmissions;		
10	storing information relating to said viewer's selection of said broadcast		
11	transmissions in memory as a broadcast profile;		
12	retrieving said broadcast profile from memory;		
13	transmitting said broadcast profile to said broadcast station;		
14	receiving transmissions representing said viewer's selection of broadcast		
15	transmissions; and		
16	presenting said received transmissions representing said viewer's selection of		
17	broadcast transmissions to said viewer.		

- 1 9. The method of claim 8, wherein said received selection of broadcast transmissions
- 2 relating to said event includes a plurality of different transmissions from cameras
- 3 videoing said event.
- 1 10. The method of claim 8, wherein at least one of said received inputs from said
- 2 viewer represents said viewer's selection of a broadcast transmission including a video
- 3 transmission of said event; and
- 4 wherein at least one of said received inputs from said viewer represents said
- 5 viewer's selection of a broadcast transmission including an informational transmission
- 6 relating to said event.
- 1 11. The method of claim 10, wherein said informational transmission includes
- 2 information relating to wagering on said event and further comprising the steps of:
- 3 receiving an input from said viewer representing said viewer's wager on said
- 4 event;
- 5 transmitting said received input from said viewer representing said viewer's wager
- 6 to said broadcast station; and
- 7 receiving a transmission from said broadcast station relating to the outcome of
- 8 said viewer's wager.
- 1 12. A method of using a computer system, said computer system having memory and
- 2 a communication device, said computer system being capable of being communicatively
- 3 coupled to other computer systems through said communication device, said method
- 4 comprising the steps of:

5	storing information relating to a first command in memory;	
6	receiving speech representing a command;	
7	converting said speech representing a command to text;	
8	receiving speech representing an address of a broadcast station;	
9	converting said speech representing an address of a broadcast station to text;	
10	identifying an address of a broadcast station in said text converted from said	
11	speech representing an address of a broadcast station;	
12	identifying said first command in said text converted from said speech	
13	representing a command;	
14	retrieving said information related to said first command from memory; and	
15	transmitting said retrieved information to said identified address of a broadcast	
16	station.	
1	13. The method of claim 12, further comprising the steps of:	
2	storing information relating to a first address of a broadcast station in memory;	
3	identifying said first address of a broadcast station in said text converted from	
4	said speech representing an address of a broadcast station;	
5	retrieving said information relating to said first address of a broadcast station from	
6	memory; and	
7	transmitting said retrieved information relating to said first address of a broadcast	
8	to said identified address of a broadcast station.	
1	14. The method of claim 12, wherein said stored information relating to said first	
2	command includes a credit card number.	

5

transmissions;

1	15. The method of claim 13, wherein said stored information relating to said first			
2	address of a broadcast station includes a credit card number.			
1	16. A method of using a computer to broadcast transmissions having video, audio,			
2	and informational transmissions to a plurality of viewing stations, said viewing stations			
3	being operated by viewers, said method comprising the steps of:			
4	storing a customer profile including information relating to a viewer;			
5	storing a plurality of video transmissions, at least some of said video			
6	transmissions including video images of products that are available for purchase;			
7	selecting one of said stored video transmissions for transmission to said viewer			
8	based on information in said customer profile;			
9	transmitting said selected video transmission to said viewer;			
10	transmitting to said viewer an informational transmission including information			
11	relating to a product in said transmitted video transmission;			
12	receiving a transmission from said viewer representing said viewer's request to			
13	purchase said product; and			
14	modifying said customer profile.			
1	17. The method of claim 16, further comprising the steps of			
2	receiving a viewer broadcast request associated with said viewer;			
3	selecting a viewer transmission list according to said viewer broadcast request,			
4	said viewer transmission list including the identities of a plurality of said video			

6	transmitting said viewer transmission list to said viewer's viewing station; and			
7	receiving a transmission from said viewer's viewing station representing said			
8	viewer's request to receive one of said video transmissions identified in said viewer			
9	transmission list.			
1	18. A method of using a computer to provide a virtual space, said computer being			
2	communicatively coupled to a plurality of viewing stations operated by viewers,			
3	comprising the steps of:			
4	receiving data relating to a location of a first viewer within said virtual space from			
5	said first viewer's viewing station;			
6	transmitting data relating to said location of said first viewer within said virtual			
7	space to a plurality of viewing stations;			
8	transmitting information sufficient to permit said plurality of viewing stations to			
9	display a representation of said first viewer in said virtual space;			
10	receiving a request for information relating to said first viewer from a viewing			
11	station operated by a second viewer; and			
12	transmitting data related to said request for information to said viewing station			
13	operated by said second viewer.			
	\			

- 1 19. The method of claim 17, wherein said transmitted information sufficient to permit
- 2 said plurality of viewing stations to display a representation of said first viewer in said
- 3 virtual space includes a data representing a photograph of said viewel,

- 1 20. The method of claim 17, further comprising the step of receiving a video
- 2 transmission of said first viewer and wherein said transmitted information sufficient to
- 3 permit said plurality of viewing stations of display a representation of said first viewer in
- 4 said virtual space includes said received video transmission of said first viewer.

addAiT